



WVEC
613 Woodis Ave.
Norfolk, VA 23510

Crossroads Media LLC
66 Canal Center Plaza
Suite 555
Alexandria, VA 22314-1576

Contract # 864326
Schedule Dates 10/31/12-11/05/12
Advertiser American Crossroads (33954)
Agency/T-Code Crossroads Media LLC (2774)/055317791
Product Political - US President (1174)
Brand Democrat (Anti) (177520)
Salesperson Blair, Cheryl (2205)
Sales Office TeleRep - Philadelphia
Buyer Name RAMSEY, NOELLE
Phone/Fax (202) 559-6428 /
CPE 11/27/1287
Account Types National/Political PAC - Agency
Billing Type Weekly/Irregular
Comments AM CROSSROADS 10/31
***** THIS IS A CASH IN ADVANCE SCHEDULE *****

Date Entered 10/25/12
Last Modified 10/25/12
Entered By Penne Marsh
CO-OP No
Headline # 06396679
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$17,835.00
Net Total \$101,065.00
Sales Tax

NORTOLK (WVEC) (WVEC)		
By Broadcast Month	Spots	Rate
Nov. 2012	49	\$118,900.00
Grand Total:	49	\$118,900.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	12:58P- 2P (ET)							1		1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	THE CHEW	10/25/12
2.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	10A- 10:58A (ET)							1		1	\$1,800.00	\$1,800.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY	10/25/12
3.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	12P- 12:57P (ET)							1		1	\$1,600.00	\$1,600.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	10/25/12
4.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	2P- 3P (ET)							1		1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	GENERAL	10/25/12
5.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	3P- 3:58P (ET)							1		1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	KATIE	10/25/12
6.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	3:58P- 4:58P (ET)							1		1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	DR. OZ	10/25/12
7.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	4:58P- 5:29P (ET)							1		1	\$4,800.00	\$4,800.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 5P	10/25/12
8.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	5A- 5:58A (ET)							1		1	\$1,200.00	\$1,200.00	Norfolk (WVEC) (WVEC)	SAM NEWS	10/25/12
9.0	Normal Line / SPOT	11/02/12-11/02/12	4	:30	5:58A- 7A (ET)							1		1	\$2,400.00	\$2,400.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	10/25/12
10.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	12:58P- 2P (ET)		1							1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	THE CHEW	10/25/12
11.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	10A- 10:58A (ET)		1							1	\$1,800.00	\$1,800.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY	10/25/12
12.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	12P- 12:57P (ET)		1							1	\$1,600.00	\$1,600.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	10/25/12
13.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	2P- 3P (ET)		1							1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	GENERAL	10/25/12
14.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	3P- 3:58P (ET)		1							1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	KATIE	10/25/12

CONFIRMATION CONTRACT

Accepted Agency/Advertiser:

Date:

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Comments:



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15.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	3:58P- 4:58P (ET)	1								1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	DR. OZ	10/25/12
16.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	5A- 5:58A (ET)	1								1	\$1,200.00	\$1,200.00	Norfolk (WVEC) (WVEC)	SAM NEWS	10/25/12
17.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	5:58A- 7A (ET)	1								1	\$2,400.00	\$2,400.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	10/25/12
18.0	Normal Line / SPOT	11/05/12-11/05/12	4	:30	9A- 10A (ET)	1								1	\$1,920.00	\$1,920.00	Norfolk (WVEC) (WVEC)	LIVE WITH KELLY	10/25/12
19.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	1:05A- 2:05A (ET)								1	1	\$80.00	\$80.00	Norfolk (WVEC) (WVEC)	DA VINCI INQUEST after cf	10/25/12
20.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	5:58A- 8A (ET)								1	1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	NEWS	10/25/12
21.0	Normal Line / SPOT	11/03/12-11/03/12	4	:30	6:58P- 7:57P (ET)								1	1	\$2,000.00	\$2,000.00	Norfolk (WVEC) (WVEC)	WHEEL/JEOPARDY	10/25/12
22.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	5:58A- 8A (ET)								1	1	\$700.00	\$700.00	Norfolk (WVEC) (WVEC)	NEWS	10/25/12
23.0	Normal Line / SPOT	11/04/12-11/04/12	4	:30	7:58A- 9A (ET)								1	1	\$2,000.00	\$2,000.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	10/25/12
24.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	12:58P- 2P (ET)					1				1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	THE CHEW	10/25/12
25.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	10A- 10:58A (ET)					1				1	\$1,800.00	\$1,800.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY	10/25/12
26.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	12P- 12:57P (ET)					1				1	\$1,600.00	\$1,600.00	Norfolk (WVEC) (WVEC)	13 NEWS MIDDAY	10/25/12
27.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	2P- 3P (ET)					1				1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	GENERAL	10/25/12
28.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	3P- 3:58P (ET)					1				1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	KATIE	10/25/12

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29.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	3:58P- 4:58P (ET)					1				1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	DR. OZ	10/25/12
30.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	5A- 5:58A (ET)					1				1	\$1,200.00	\$1,200.00	Norfolk (WVEC) (WVEC)	5AM NEWS	10/25/12
31.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	5:29P- 5:58P (ET)					1				1	\$5,200.00	\$5,200.00	Norfolk (WVEC) (WVEC)	NEWS	10/25/12
32.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	5:58A- 7A (ET)					1				1	\$2,400.00	\$2,400.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	10/25/12
33.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	6:58P- 7:28P (ET)					1				1	\$5,000.00	\$5,000.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	10/25/12
34.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	7A- 9A (ET)					1				1	\$4,000.00	\$4,000.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	10/25/12
35.0	Normal Line / SPOT	11/01/12-11/01/12	4	:30	7:28P- 7:57P (ET)					1				1	\$5,000.00	\$5,000.00	Norfolk (WVEC) (WVEC)	JEOPARDY	10/25/12
36.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	12:57P- 2P (ET)				1					1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	THE CHEW	10/25/12
37.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	10A- 10:58A (ET)				1					1	\$1,800.00	\$1,800.00	Norfolk (WVEC) (WVEC)	RACHAEL RAY	10/25/12
38.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	11P- 11:35P (ET)				1					1	\$5,200.00	\$5,200.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 11	10/25/12
39.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	2P- 3P (ET)				1					1	\$2,200.00	\$2,200.00	Norfolk (WVEC) (WVEC)	GENERAL	10/25/12
40.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	3P- 3:58P (ET)				1					1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	KATIE	10/25/12
41.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	3:58P- 4:58P (ET)				1					1	\$1,000.00	\$1,000.00	Norfolk (WVEC) (WVEC)	DR. OZ	10/25/12
42.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	4:58P- 5:29P (ET)				1					1	\$4,800.00	\$4,800.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 5P	10/25/12

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43.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	5A- 5:58A (ET)				1					1	\$1,200.00	\$1,200.00	Norfolk (WVEC) (WVEC)	SAM NEWS	10/25/12
44.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	5:29P- 5:58P (ET)				1					1	\$5,200.00	\$5,200.00	Norfolk (WVEC) (WVEC)	NEWS	10/25/12
45.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	6P- 6:30P (ET)				1					1	\$6,000.00	\$6,000.00	Norfolk (WVEC) (WVEC)	13 NEWS AT 6P	10/25/12
46.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	5:58A- 7A (ET)				1					1	\$2,400.00	\$2,400.00	Norfolk (WVEC) (WVEC)	13 NEWS DAYBREAK	10/25/12
47.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	6:58P- 7:28P (ET)				1					1	\$5,000.00	\$5,000.00	Norfolk (WVEC) (WVEC)	WHEEL OF FORTUNE	10/25/12
48.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	7A- 9A (ET)				1					1	\$4,000.00	\$4,000.00	Norfolk (WVEC) (WVEC)	GOOD MORNING AMERICA	10/25/12
49.0	Normal Line / SPOT	10/31/12-10/31/12	4	:30	7:28P- 7:57P (ET)				1					1	\$5,000.00	\$5,000.00	Norfolk (WVEC) (WVEC)	JEOPARDY	10/25/12

CONFIRMATION CONTRACT

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments:
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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location: WVEC Norfolk	Date: 10/26
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I, Stephanie Maroney

do hereby request station time concerning the following issue:

American Crossroads 1401 New York Avenue Suite 1200 Washington, DC 20005 Treasurer: Margee Clancy
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Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	As Ordered				

Total Charges: \$ 101,065 Net

This broadcast time will be used by: American Crossroads

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"	
<input type="checkbox"/> Yes	<input checked="" type="checkbox"/> No

864326

For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Treasurer Margee Clancy

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ a corporation; ☐ a committee; ☒ an association; ☐ or other unincorporated group.

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.

TO BE SIGNED BY ISSUE ADVERTISER

8/31/12 Steph Mury 703-299-1760
Date Signature Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☒ Accepted ☐ Accepted in Part ☐ Rejected
Penne Marsh Penne Marsh NSC
Signature Printed Name Title